



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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**Statewide Media Event Scheduled as Foreclosure Hotline Gears Up for 2007**

**Denver, CO** – (January 30, 2007) –The statewide Foreclosure Prevention Task Force has launched a series of radio and television public service announcements (PSAs) in an effort to reach more of the tens of thousands of homeowners in Colorado that have missed mortgage payments and are at risk of foreclosure.

On January 15, the PSAs began airing on radio and television stations throughout Colorado, encouraging homeowners to call toll-free 1-877-601-HOPE to seek help. The new PSAs have already increased Hotline traffic over 100% since they began airing, and since the foreclosure hotline is a free service for homeowners, new funds are continually needed to support the housing counseling.

**Media Event:**

**A statewide media event is scheduled for Friday, February 2, 2007 from 1 – 1:30 PM in the pressroom of the Colorado State Capitol.** The media event will feature elected officials, as well as corporate and non-profit partners who will announce the success of the Hotline and the status of sponsorships. The new PSAs will also be available for viewing and copies will be made available to anyone who attends, or upon request. All members of the media are invited to attend.

**Confirmed speakers:**

- Kathi Williams, Director, Colorado Division of Housing
- Bill Ritter, Governor State of Colorado
- Jan Zavislan, Deputy Attorney General for Consumer Protection
- John Carson, Region VIII Director, U.S. Department of Housing and Urban Development
- Debra Bustos, Vice President of National Community Relations, JPMorganChase
- Chris Holbert, President, Colorado Mortgage Lenders Association

**Panel Discussion:**

Directly following the media event, a panel discussion will be held to provide government officials and corporate and non-profit partners the opportunity to present various topics related to loss mitigation and foreclosure prevention to housing counselors, agencies, lenders and other housing advocates. **This event is scheduled for Friday, February 2, 2007 from 2 – 4 PM in the Old Supreme Court Chambers of the Colorado State Capitol.** All interested parties are invited to attend.

**Confirmed speakers include:**

- Kathi Williams, Director of the Division of Housing
- Jan Zavislan, Deputy Attorney General for Consumer Protection
- Zachary Urban, Program Director, Brothers Redevelopment, Inc.
- Robin Stout Migala, Senior Delinquency Resolution Manager, Freddie Mac Loss Mitigation
- Debra Bustos, Vice President, National Community Relations, and Amanda Stark, Vice President, Homeownership Preservation Office, JPMorganChase
- Chris Holbert, President, Colorado Mortgage Lenders Association
- Sharon Lundstrom, Deputy Director, Servicing and Loss Mitigation Division, National Servicing Center, U.S. Department of Housing and Urban Development
- Laurie O'Brien, Director of Loan Servicing, Colorado Housing and Finance Authority